

ABSTRACT OF THE DISCLOSURE

Triggers for the provision of location based services in a mobile communication network supporting a plurality of mobile terminals over a given territory, are generated by defining a set of target areas within the territory covered by the network, each target area being identified by respective geographic data, transforming the geographic data in a respective set of values of network related entities, the respective set of values being expected to be encountered by a mobile terminal when located in the corresponding target area, monitoring the values in the respective set as experienced by at least one monitored mobile terminal in the mobile communication network, checking whether the values as monitored match with the set of values are expected to be encountered, and when a match is found, which is indicative of the monitored mobile terminal being located in a given target area of the set, generating a trigger for prompting delivery of location based services related to the target area considered toward the monitored mobile terminal.